

CardStar Brings Mobile Loyalty to BlackBerry and Android Users

With more than 1.2 million downloads of its iPhone application, CardStar sets its sights on new smartphone platforms

NEWS FACTS

- In response to consumer demand for CardStar's iPhone application on additional smartphones, today CardStar unveiled BlackBerry and Android versions of its popular mobile loyalty card app.
- The free application makes it easy for users to consolidate all of their scannable reward and membership cards in a single place for quick retrieval, while also offering merchants of all sizes a simple way to share coupons, deals and communications with customers.
- Since launching in mid-2009, CardStar's iPhone application has become the most widely used mobile loyalty application in the world:
 - More than 1.2 million downloads
 - More than 5 million app sessions
 - Actively used in all 50 U.S. states and in 156 countries worldwide
- CardStar will continue to increase the functionality of its iPhone, BlackBerry and Android applications, adding new features that bolster CardStar's user and merchant experience.

LINKS:

Please use this link to access [CardStar](#)

[CardStar Twitter feed](#)

[CardStar BlackBerry application screenshots](#)

[CardStar Android application screenshots](#)

Please contact [Kayla Kooyman](#) to arrange an interview.

ABOUT CARDSTAR

CardStar Inc. is a privately held software company developing mobile applications that perpetuate the use of loyalty cards and mobile coupons. The CardStar application consolidates membership and rewards cards on smartphones – letting consumers access scannable cards from within a single app and enabling merchants to tailor mobile deals and information to their customers. The company was founded in 2008 and is located in Canton, Conn. For more information, visit www.mycardstar.com.